



*Rethinking, Reducing, REgrowing.....our waste stream!*

**FOR IMMEDIATE RELEASE**  
**January 28, 2011**

## **Local Pasadena School \$10,000 Winner of Lexus Eco Challenge 2010**

High Point Academy, a K-8 private school in Pasadena was one of 16 winners of the Lexus Eco Challenge for land and water category, a nationwide competition sponsored by Lexus to inspire environmental stewardship and action among students. The winners were announced last December 2010 and the school was awarded \$10,000.

The Enrichment Class students led by teacher Gint Valliulis built upon the existing waste diversion program already in-place designed by **Waste Less Living, Inc.** that targets and isolates the organic materials from the recyclables and trash for composting and not landfilling. The students basically challenged each grade level to produce 'zero' trash for the month of October 2010. The result was a 37% reduction in the amount of trash that was generated on-campus. The data collected was compared to the data they had collected during the first year of the Waste Less Living program.

Since the program's inception back in the Fall of 2009, the school has successfully diverted over 12,000 lbs of organic waste from the landfill leading to an overall waste diversion rate of 75%. The program was recognized by several elected officials including CA State Senator Carol Liu, City of Pasadena Steve Haderlein and was praised by environmental advocate and actor/comedian Ed Begley, Jr. For their efforts and investment in the Waste Less Living program, the school received an Outstanding Recycler Award from the City of Pasadena in December 2010 in the category of Educational Outreach That Inspires Environmental Stewardship.

According to the school's Business Manager, John Staff, "the program is now in its second school year and the results are very impressive with over 75% of our waste now being diverted from the landfills. The students are now leading the effort and willingly monitor the results." In addition, he adds "This has been accomplished with little incremental cost to the school and provides the potential for future savings resulting from our conservation efforts."

On **May 25, 2010**, CA State Sen. Carol Liu honored Ms. Lenches-Hinkel, with the "Salute to Small Business" award.

For more information on this program and the products and services Waste Less Living provides, please contact:

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